

USDA Imagery Planning and Coordination Meeting

NAIP Business Model- As Is

1. Direct FSA Funding/Cost Share Acquisition
 - Designed to meet FSA program requirements
 - Federal partners cost share in program
 - receive copy of project year data sets
 - No additional costs
 - Imagery is unlicensed- no restriction on use
2. Distribution system (and QA to an extent) built for FSA
 - Direct FSA funding
3. Distribution/Access to everyone else on a fee basis
 - Direct sales
 - “Cost of reproduction”



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NAIP Distribution - As Is

Image Services

1. Internal USDA Service Center network
 - ArcGIS Server/Image Server
 - Services built from quarter quads for each project (State)
 - » as delivered from vendor
 - All 1 meter projects on-line
2. Public facing
 - WMS
 - Most recent 1 meter coverage
 - Annual refresh
 - » After project year completion
 - Not scaled for widespread use



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NAIP Distribution -As Is

Provisioning

- USDA Geospatial Data Gateway
 - CCM downloads-no fee
- EarthWhere
 - Custom AOI
 - User defined format
 - Some image enhancements
 - Account based
 - Delivery on media



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NAIP Distribution – As Is

Direct Sales

- State Projects on hard disk drives
 - Quarter Quads and CCMs
- Customer Order Entry System (COES)
 - Built on EarthWhere
 - QQs delivered on media



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NAIP Business Model – 2011 Review

1. Full IFTN funding

- OMB (no) action

2. Fee for Service

- Still need acquisition funds up front
 - FSA would need to front \$15.8M annually
 - Up from \$10.1M
 - Fees reimburse acquisition costs
 - > current cost share (\$5.7M) annually
- license the imagery to maximize fee recovery
 - Need congressional authority

3. Tweak the current model



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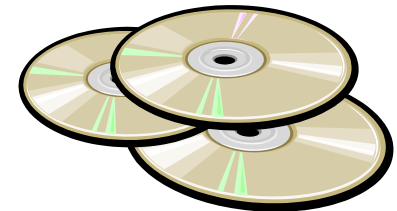
NAIP – Tweaking the Business Model

1. Fixed cost share amounts
 - increase cost share 15%
2. Maximize revenue from Direct Sales
 - Discontinue free downloads from Gateway
 - Quarter Quads and CCMs available for fee via Gateway (planned)
3. Offer access to image services
 - Fee based



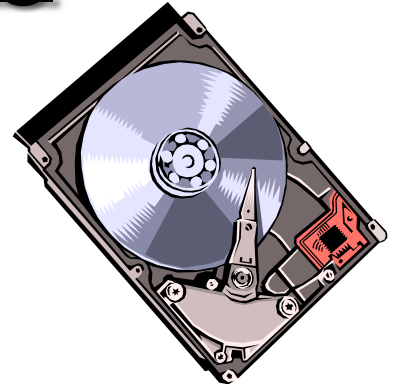
Pricing Structure

- Based on CFR Title 17 transfer rate of \$27 per minute
- Internal and external transfer rate of 50mb per second
- Price determined by four factors
 - Media
 - Data Transfer
 - Shipping
 - Handling (Distribution Labor)



Digital Imagery Pricing

- One gigabyte pricing:
Media \$2.00
Data Transfer Rate \$9.00
Shipping \$1.82
Handling \$7.50
TOTAL = \$20.32



Up to 700 mb	CD	\$ 18.00	12.1 gb to 13.0 gb	DVD	\$ 140.00
701 mb to 800 mb	DVD	\$ 19.00	13.1 gb to 14.0 gb	DVD	\$ 149.00
801 mb to 900 mb	DVD	\$ 19.00	14.1 gb to 15.0 gb	DVD	\$ 160.00
901 mb to 1.0 gb	DVD	\$ 20.00	15.1 gb to 16.0 gb	DVD	\$ 177.00
1.1 gb to 2.0 gb	DVD	\$ 29.00	16.1 gb to 17.0 gb	DVD	\$ 186.00
2.1 gb to 3.0 gb	DVD	\$ 46.00	17.1 gb to 18.8 gb	DVD	\$ 202.00
3.1 gb to 4.0 gb	DVD	\$ 55.00	18.9 gb to 40.0 gb***	80gb HD	\$ 442.00
4.1 gb to 5.0 gb	DVD	\$ 66.00	40.1 gb to 60.0 gb***	80gb HD	\$ 622.00
5.1 gb to 6.0 gb	DVD	\$ 75.00	60.1 gb to 80.0 gb***	80gb HD	\$ 810.00
6.1 gb to 7.0 gb	DVD	\$ 84.00	80.1 gb to 120.0 gb	120gb HD	\$ 1,182.00
7.1 gb to 8.0 gb	DVD	\$ 93.00	120.1 gb to 160.0 gb	160gb HD	\$ 1,553.00
8.1 gb to 9.0 gb	DVD	\$ 102.00	160.1 gb to 250.0 gb	250gb HD	\$ 2,385.00
9.1 gb to 10.0 gb	DVD	\$ 113.00	250.1 gb to 320.0 gb	320gb HD	\$ 3,040.00
10.1 gb to 11.0 gb	DVD	\$ 122.00	320.1 gb to 400.0 gb	400gb HD	\$ 3,814.00
11.1 gb to 12.0 gb	DVD	\$ 131.00	400.1 gb to 500.0 gb	500gb HD	\$ 4,787.00